

Success Story of Karthikeyan,Cuddalore

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My name is R.Karthikeyan. I am 23 years old, male, of Neyveli, Panruti Taluk, Cuddalore- 607801. I have completed my graduation in Bachelor of Science (Forestry). Including me there are four members in my family. My father was working in the Neyveli Lignite Corporation, Neyveli. I have one brother; he is a software engineer in Chennai. My mom is a house wife. After completing my graduation I started preparing for civil service in an academy at chennai. After completing the course, very recently I have started an agricultural business firm with my friends.

Experiences related to DMI

My friend Mr.G. Prasad, who is working as a JRF in extension department, TNAU has told me about the DMI (Dynamic Market Information) project and asked me to visit the DMI website www.indg.in/india/market_information. He explains every nook and cranny of the website. This project was run together by TNAU (Tamilnadu Agricultural University, Mettupalayam) and C-DAC (Centre for Development of Advanced Computing, Hyderabad). This project involves 13 major markets in and around Tamil Nadu. He also tells that the collected data from 13 different markets is available in the

INDG website www.indg.in/india/market_information and TNAU website www.tnau.ac.in respectively. He also says that the market data available in the website sent to the farmer's mobile number.

I have gone through it and found some valuable price details of various agricultural products of different markets which have been updated daily. It helps me to get the market price of various markets which is useful. I have also got the contact information of various retailers published in the DMI. Those contact address of the various retailers will be very useful for my business in the coming days. I spend most of my time in the INDG website.

My marketing strategies will get improved to some extent in future. The service is good. You can make it more popular by advertising it in TV and other Medias. My sincere thanks to all the members who works really hard for the improvement of the farming communities. And I also request the farmers to enroll their mobile no for DMI service and kindly make use of it for marketing the Agri - horti commodities. Finally I lend my thanks to DMI.

"Compare to all other services, DMI is an unparalleled one"